

Federal Emergency Management Agency Public Communications Expectations

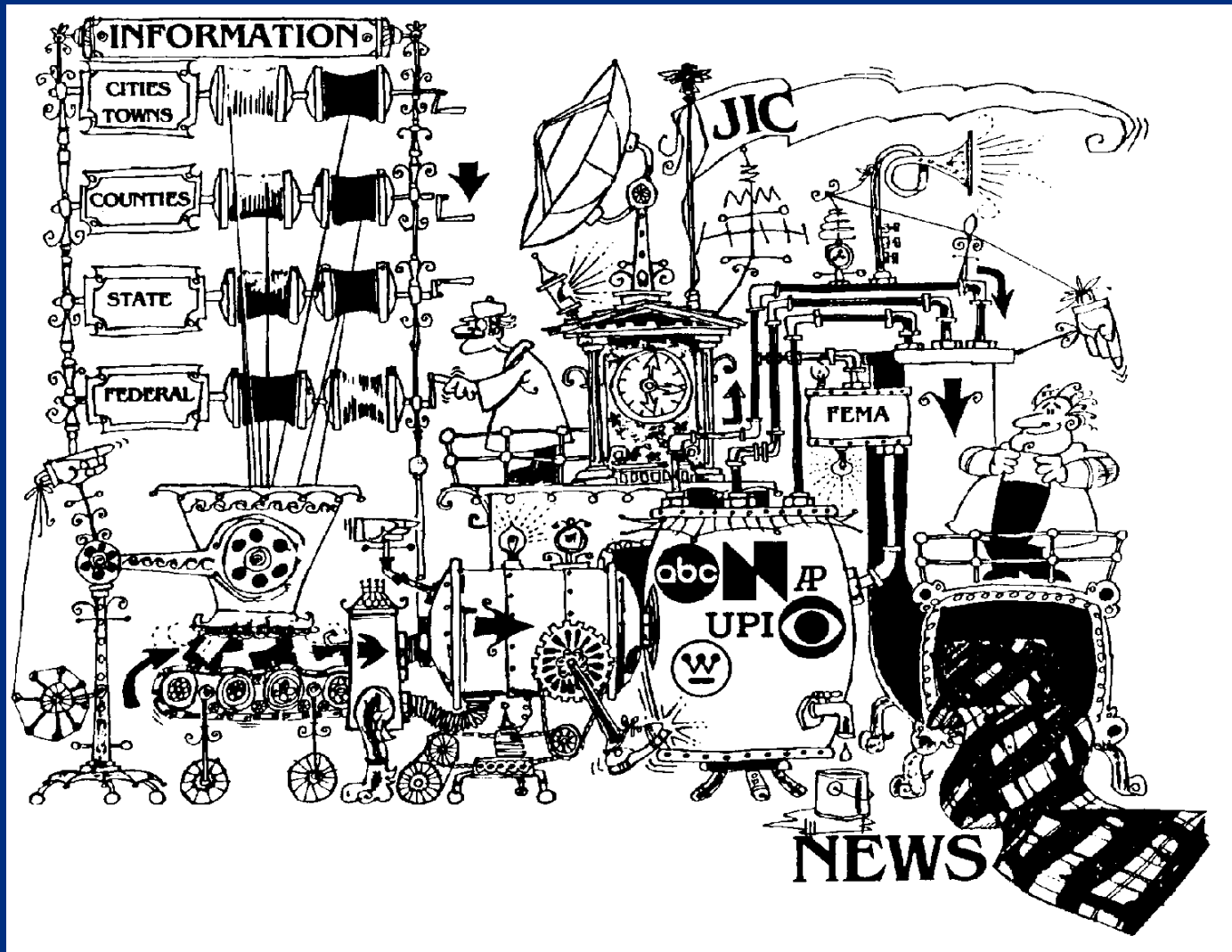
RIC 2004

Emergency Preparedness – Session T10



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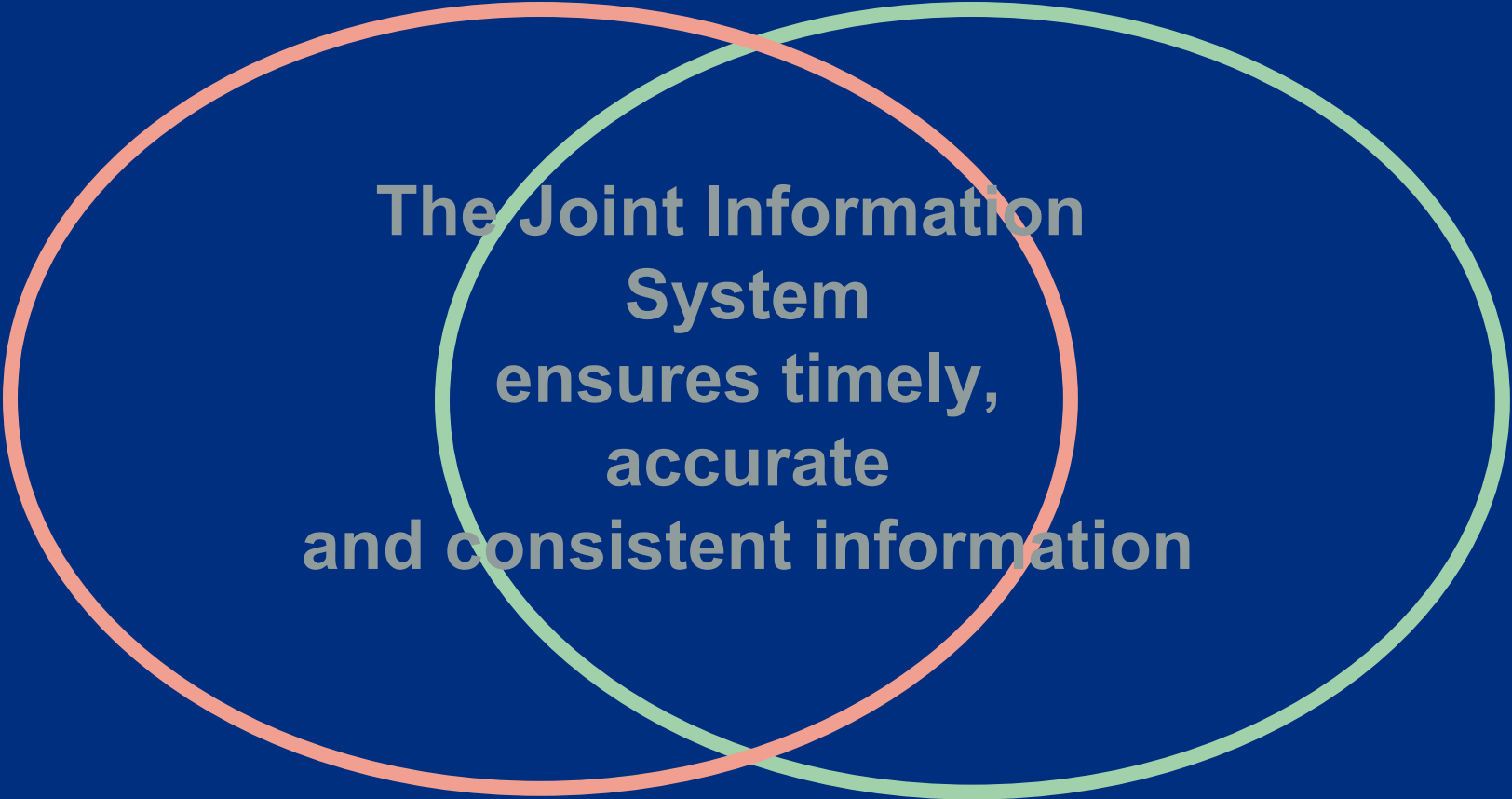
National Incident Management System

- NIMS establishes standardized incident management processes, protocols and procedures.
- To be used by federal, state, tribal, and local to coordinate and conduct response actions.
- Responders using *same* standardized procedures, *all* share a common focus.
- National preparedness and readiness in responding and recovering an incident is enhanced – all using a common language and set of procedures.



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NIMS Joint Information System



The Joint Information
System
ensures timely,
accurate
and consistent information



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NIMS Joint Information System

Ensures that all participating organizations speak in a coordinated fashion.



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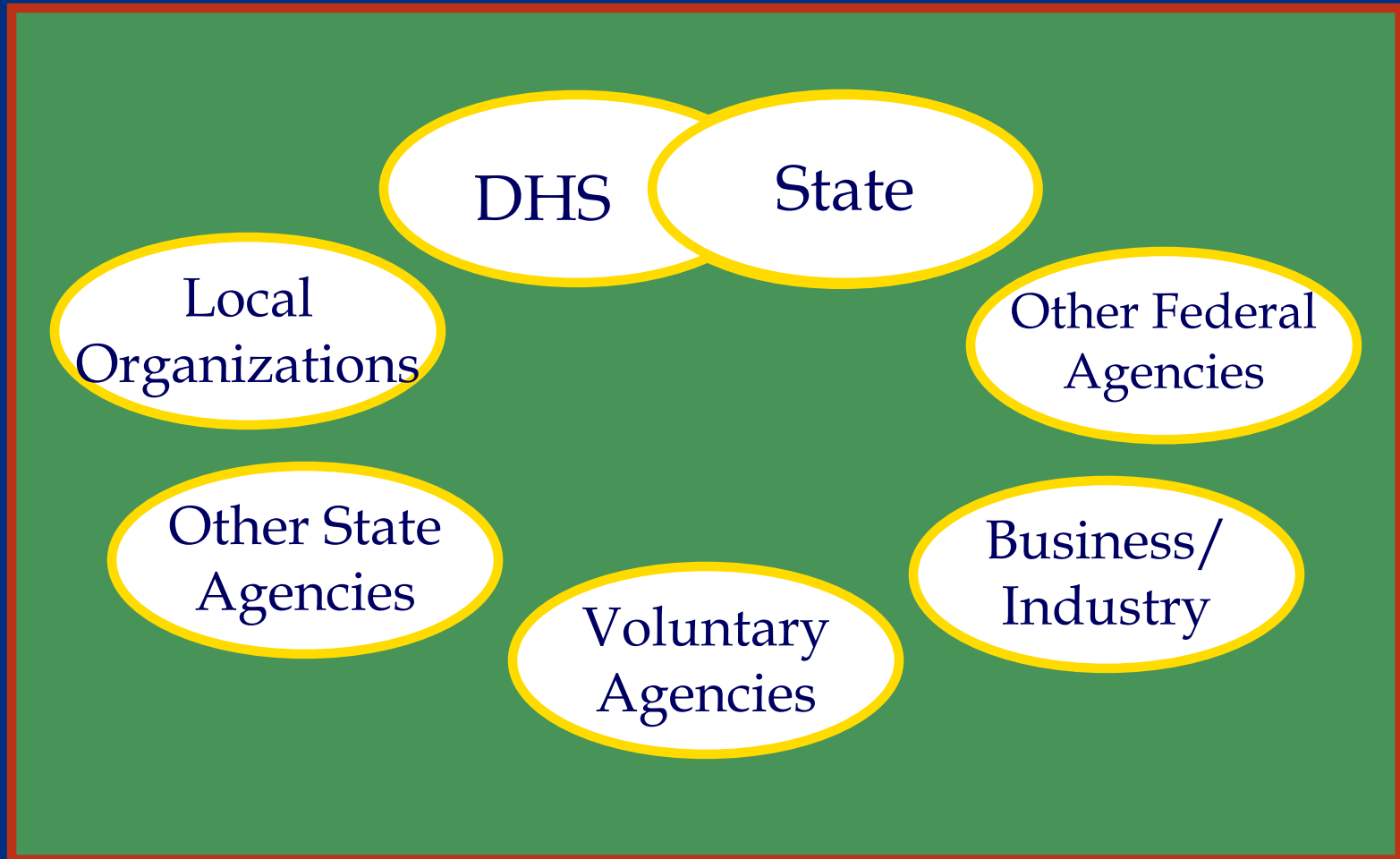
NIMS JIS

- NIMS organizational measures enhance the public communications effort.
- JIS provides the public with timely and accurate incident information and unified public messages.
- System employs Joint Information Centers and brings incident communicators together during an incident to develop, coordinate, and deliver a unified message.
- Will ensure that federal, state and local levels of government are releasing the same information during an incident.



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JIS Partnerships in the JIC



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FEMA Expectations

- Coordination/dissemination of timely, consistent and accurate emergency information to the media and general public.
- Understanding of media needs, expectations & interests.
- JIC staff is able to discern what information is most important to disseminate to the public via the media.
- JIC ability to focus on public perceptions, concerns and expectations.
- Capability to handle an increase in the number of media that could be expected during an incident.



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FEMA Evaluations

- Using new methodology, focus is on outcome of decisions, implementation of decisions and impact of decisions on public health and safety. JIC evaluation:
 - Looks at processes, procedures and coordination, but it also focuses on content of media briefings, news releases, public announcements and how trends in public inquiry and rumors are addressed.
 - Is responsive to media needs and expectations.
 - Assesses adequacy of resources available to support JIC operations.



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Outreach & Public Education

- “ Effective preparedness depends on the existence of an ongoing, comprehensive public education effort of which the well designed public information document is a very important part.” FEMA REP 11
- Recently FEMA has noted greater need for more public education and outreach programs to facilitate better general public understanding of both local emergency preparedness programs and basic operation of nuclear power plants.



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